



**Consumer Labeling Initiative Comments**  
**Sandy Sullivan, Manager of Marketing & Environmental Communications**  
**Read the Label *First*! Press Conference, March 6, 2000**

I'm Sandy Sullivan, manager of marketing and environmental communications for The Clorox Company. I'm particularly pleased to be here today because I believe consumer education is a critical step for helping to change attitudes and behavior. Consumer education is an on-going part of our marketing efforts at Clorox.

We salute the EPA for launching the Read The Label *First* campaign to educate consumers about the importance of reading and following label directions. And now doing so gets easier with simpler label language and better label formats thanks to a lot of work and sound consumer research on the part of the Consumer Labeling Initiative.

A key factor in the anticipated success of these new labels is the quality of the research, which formed the basis for future decisions. The first phase explored how consumers were using or not using label information. We needed to know what information was confusing or missing or what words were not understood. And what consumers actually needed and wanted from product labels. In short, we needed to understand the basics before exploring change. This was accomplished with qualitative research including focus groups and one-on-one interviews. This first phase was critical because it helped us understand what questions to ask and how to ask them in Phase II.

Industry expertise played an important role in developing the second phase of quantitative research. This research is statistically significant and projectable on a national basis. We know the results accurately represent the entire country. The results of this work lead to the new labels you'll see shortly.

One of the clear benefits of this project has been to allow companies like Clorox and SC Johnson to share with the regulatory community our marketing research skills and insights on consumer behavior. This collaboration has brought an improved focus on the consumer, by bringing together the market research skills honed by companies who make a living from understanding consumer needs, with the issues and perspective provided by the EPA and other participants. We believe there will be clear public benefit from this process with better labels that meets real consumer information needs. New labels will reflect simpler language, consistent language across labels and formats for back labels that are easier to read. Clearly this is a win-win all around. Thank you.